



**A Different Sort of "High Wire Artist"**—Although designed primarily to show just what electric current means to Canadians, the National Film Board picture "ELECTRICITY" does so in a most interesting manner, far removed from the style of the average "educational" film. This is just one of the many exciting scenes.

**Film Shows What Electricity Means to Average Canadian**

"Electricity" is an interesting example of a film technique which is becoming increasingly popular. To begin with, an educational or instructional angle is involved — here it happens to be explaining the how and why of electricity to young people. But the technique is not that of the dry fact and figure-laden text-book as you might expect from the title. Rather, it is a picture story from real life, in which electricity is explained in terms of the uses to which it is put.

"Electricity" opens with a young lad who lives in an "average" Canadian town. In his home he has become accustomed to a number of electrical appliances — irons, heaters, lights, and so on. He is used to them for granted — never wondering how they came to be, or what makes them work.

**Voyage of Discovery**  
Suddenly he does begin to wonder: just what is this electricity, and where does it come from? So, taking the last point — first, the young lad and a group of his friends trace the electrical connections in his home to the power lines which bring the "juice" from the hydro wires on the street to the house.

Having made this discovery, our young enquirer set out to discover where the hydro wires lead. They trace them along the streets to a transformer, and from there to a hydro electric plant. At this point they learn a great deal about the fundamentals of electricity.

**Practical and Interesting**  
This instructional angle of the film is purely practical — and it is blended into an interesting story. The story becomes all the more interesting, from both dramatic and educational viewpoints, when the hydro-electric plant is temporarily put out of action — and the community's power supply is cut off. This gives an excellent opportunity to illustrate the vital importance of electric power in our complex world.

"Electricity" is being shown currently on the rural circuit school film programmes in Ontario counties, under the sponsorship of the Federations of Agriculture, the Department of Education, and the National Film Board.

**THIS CURIOUS WORLD** By William Ferguson

**Quoting Odds**  
A WELL DRILLER MAKES HIS MONEY BY GOING IN THE HOLES. Says GILBERT A. HANKE, Milwaukee, Wisconsin.

**Next: Now for in one hour?**

IN RHODE ISLAND, OVER NINETY PERCENT OF THE PEOPLE LIVE IN TOWNS AND CITIES.

COMES FROM THE LATIN WORD "SALAM," THAT PART OF AN ANCIENT ROMAN SOLDIER'S PAY WHICH WAS PAID IN SALT.

**SHORT STORY**  
**The Other Woman**  
By MARION BUTCHER

When the alarm rang at seven in the grey morning, Henry reached out quickly and shut it off before it wakened Isabel. Quietly, Henry got up and groped his way to the bathroom.

It was the usual beginning of his day, but on this particular morning he felt a little rebellious. He thought of Isabel, still lying asleep, her dark hair spread out on the pillow, her red mouth curved in a half smile. When they were first married she used to get up and prepare breakfast for him. Now that the children were old enough to fend for themselves he had to make his own coffee and toast her husband vary much for granted. It was probably just as much his fault as hers; he was so mild and easygoing that it seemed natural for people to impose on him. Even at his own table, the children seemed to get on his nerves. Look at Morley Campbell and his wife now. Morley was a salesman in the department store where Henry worked as a window dresser. He had been married a good many years but his wife always was fussing over him. Henry thought of Morley a little enviously and wondered if he dared ask him the secret of his marital bliss. The opportunity presented itself that very day when they happened to be lunching together. A little timidly, Henry broached the subject: "Er...uh... I've noticed how your wife always makes a fuss over you, Morley. How do you do it — hold her interest, I mean?" "Oh, I keep her guessing. You know, let her feel that still find other women attractive. That's the way to treat 'em. Henry old man."

"At supper that night he started his campaign. Isabel was talking about a new way she wanted to have her hair done. "I think that the way Linda wears her hair and it certainly looks smart," Henry commented. "Linda? Who is she?" "One of the girls at the store — very attractive. She always wears the smartest clothes."

"Really, Henry, I didn't know you were so observant," Isabel was

**SPORTS - And One Thing or Another**  
By FRANK MANN HARRIS  
(A Slightly Critical)

Many columns have been written — and there has been even more "in-side dope" passing around — regarding what the once-mighty Canadians. "They're sore at Selkie," there's discussion between the boys. "They just won't give their bet for Dick Irvin any more" — these are just a few of the pieces of gossip you hear whispered around by the average element that hangs about the fringes of every sport.

Well, we haven't had a great deal of personal contact with any of the Canadians for the past few years; and our one-standing opinion of the state of "inside information" is that the more you have, the quicker you can go broke betting on it. From our most recent look at the Montreal Canadiens in what might be laughingly called "action" we would say there is not much mystery at all about the lowly position they occupy.

When we were a lot younger, there used to be a somewhat rival rivalry between the Red Wings and the Canadiens. We recall, something as follows: "King David and King Solomon led very merry lives — with many, many lady friends and many, many wives — but when old age came over them, with many, many questions, King Solomon wrote 'Proverbs' and King David wrote 'The Psalmes'."

And that just about sums up what's happened to Canadians. The way hockey is played nowadays, once a guy's legs begin to go bad on him, you can hang down the curtains. Old age seems to have caught up with several key members of the once-famous Canadiens all at once, and they just can't stay with the pace any more. We may be wrong of course, but in our opinion it's as simple as that. "She was a good old wagon but she done broke down" — and unless a miracle should happen, we feel you can count Canadians out of it with a heap of confidence like we done.

**The Extra Touch**  
Into a busy telephone office a smiling matron bustled, seated herself at a writing table, and after much pencil-chewing, produced a message. Handing it in to the clerk, she asked as an afterthought: "Will it cost me anything to underscore the words 'Perfectly lovely'?" "Not a cent, madame," the clerk replied. Whereupon the cheerful lady recalled the message, drew a line under the two special words, and departed happily.

**THE HOUSE OF SEAGRAM**

Non who think of Tomorrow Practice Moderation Today!

Don't Take a Chance—Know, Obey Traffic Laws

**JITTER**

ONE WHO'S JITTER. WOULD YOU WANDER? KEEPING YOUR EYE ON HIM WHILE I AM? ... I'LL BE FIRM THEN I'LL TAKE HIM WITH MY BEAUTIFUL ATTITUDE ... GOOD NIGHT! I'VE GOT MY HUSBAND FOR THIS ... NEXT: Now for in one hour?

By Arthur Pointer



More than 1500 displaced persons from Germany recently arrived in Canada to start new — and happier — lives with the help of the government. On arrival, they are registered, given food and blankets, fed and bathed. Prospective employers must guarantee them a year's work at prevailing wages, living quarters and good working conditions. These pictures show some of the D.P.'s at St. Paul's, near Montreal. Above Jack Frost gives them a cold reception as they wait outside the government hostel to board buses for Montreal.

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**PHILLIPS' MILK OF MAGNESIA**

SO GENTLE FOR CHILDREN SO THOROUGH FOR GROWN-UPS

ISSUE 9-1948

**PHILLIPS' LAXATIVE**

SO GENTLE FOR CHILDREN SO THOROUGH FOR GROWN-UPS

**MUTT AND JEFF**—And The Fish Jumped Right Back In The Water

By BUDD FISHER

OH MOTHER DEAR IS COMING TO VISIT US I'LL HAVE TO MEET HER AT THE STATION!

I'LL HANG UP MOTHERS NEW FIRST!

WOULDN'T THEY BE SURPRISED TO SEE THIS!

MOTHER DEAR, COME SEE WHAT WE PUT OVER THE MANTLE TO REWARD US OF YOU!

By BUDD FISHER

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**Sports - And One Thing or Another**  
By FRANK MANN HARRIS

**Here, for no good reason, we are reminded of a crack the late WWII Rogers once pulled. It was during the first World War, and one evening Rogers was on the stage doing his monologue and rap-spinning act in the audience rose and shouted, "Why aren't you in the Army you big coward?"**

**FREE!**

**Freedom isn't FREE!**

Freedom, like anything worth having, carries a price tag. We can't enjoy it without accepting its responsibilities.

There's freedom of speech—and we have to accept the responsibility for what we say.

There's freedom of worship as we please—and the responsibility is ours to see that others aren't persecuted, either.

There are lots of freedoms, and they all have their responsibilities.

The freedom to use whiskey for instance. That carries a three-fold responsibility: to ourselves, to our families and to our communities.

As the House of Seagram has so often said, it is to drink moderately or not at all!

**"NERVES" She Called It**

Having my hair cut "Where have you been? You know you can't have your hair cut in the firm's time." "Well, it grew in the firm's time, didn't it?" "Well, it had it all cut off!"

**PARTICULAR ABOUT coffee? Then try Maxwell House. It contains coffee. Latin-American coffees. Expert Blending combines them all in a superb Maxwell House blend that has extra flavor.**

**"NERVES" She Called It**

Loving interest—loving friends—she never went out—she was always too tired. "Nerves," she thought—but it was her kidneys—the filters of her blood—that needed attention. She used DuRo's Kidney Pills at once. The improved action of her kidneys helped to clear away blood impurities and excess acids. Fatigue, weakness and aches disappeared. DuRo's Kidney Pills contain essential oils and medicinal ingredients that act directly upon the kidneys—and help restore their normal action. 144

**PHILLIPS' MILK OF MAGNESIA**

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